



Executive Director

Projects 2022

1. Gateway and Main Street Project
 - a. Liaising with the City with Gateway and Main Streets
 - i. Gateway way project start date spring 2022, completion fall 2022
 - ii. Main Street project start date spring 2023, completion fall 2024
 - b. Engage with Business, BRCA and other stakeholders.
 - c. Business Town Hall, Gateway Project, winter 2022
2. Community Stewardship
 - a. Steward the levy paid by member businesses through advocacy, building strong relationships, promotion, leading and championing programs and investments that make Bridgeland a destination of choice and economic center that supports the entire community
 - b. Develop and manage Bridgeland Brand and Reputation
 - c. Participate in evolution of pedestrian and vehicle access and interactions within the community
3. Website Updates
 - a. Distribution information to the membership
 - b. Drive traffic to the Bridgeland website to promote local business
4. Marketing Plan 2022
 - a. Promote Bridgeland as a destination of choice and economic center that supports the entire community
5. Engage and develop relationship with BRCA
 - a. Support mutually beneficial beautification initiatives
 - b. Engage with the BRCA on initiatives and events that drive patronage to the local businesses.